

Meeting Notes

DATE **January 19, 2012**

PURPOSE **Workgroup Launch: Communications and Outreach Workgroup**

FROM **Carrie Runser-Turner**

ATTENDEES **Danna Stansbury, Joshua Freeman, Brian Byfield, Vicki Ballard, Tracy Kunkler, Preston Jacobsen, Bob Wagner**

Who else to involve/invite?

- Epicenters – i.e. all academic institutions
- Interfaith Alliance
- Healthcare Institutions and large employers
- Large employers as sponsors – then they'll participate
- Community relations
- Chambers, Rotary Clubs, Lake Junaluska
- Hispanic Groups in each county, other non-english speaking groups
- United Way – employers and under-represented groups
- Center for Participatory Change
- State and Federal Agencies with local offices – NOAA, NCDC
- Handmade in America, small towns
- Conservation Trust – Resourceful Communities Program (Micki Sagar)
- Famers/ASAP
- County Environmental Groups – i.e. Haywood Waterways
- Look beyond our boundaries – i.e. Southwestern Commission
- Cooperative Extension, 4-H, School Systems
- Buy Local Campaign
- BRNHA
- BRHF



Tools, techniques, and other thoughts

- Public libraries
- Public access TV
- Text messaging
- Twitter/FB
- Blog
- Map interfaces/landmarks
- Phone conference – maestroconference.com
- Keypad polling
- Make sure the local voice is captured
- We don't all have to agree
- Go to them – rotary, church, health department
- Make sure we reach locals
- Local office/ambassador/entity to get and give feedback locally
- Webinars/polling/live chat
- Working w/media – i.e. ED show on 570, local small newspapers – avoid the perception that the project is Asheville-based
- Go to the opposition's meetings to explain our project
- Look at the MLI outreach model – interviews, active, intentional, authentic outreach before reality checks, focus on quality over quantity
- Think about who does the outreach – start with who you know (small groups) and branch out from there
- Tailor the message to your two primary groups:
 - Implementers
 - Those impacted by change
- Involve youth – give them some responsibility – recognize that they have limited time
- Involve older adults
- Flickr – have a group where public can upload their photos from the region
- Aerial photography examples of good and bad in the region
- Invite conflict
- Be sure people can see themselves in our work – make their input matter – develop profiles of people from throughout our region
- Educated observers



Next steps:

- Carrie to shape the input from the group, share with Erica, and send back to group
- Set up a listserv for group communications
- Send group the communications strategy
- Create list of others to contact where group members can plug in to contact people they know
- Ask corporate partners for money
- Will data be shared with consortium members? Will raw data be available on our website?
- Next meeting is February 16 at 1 pm